

## Connecticut Health Insurance Exchange Consumer Outreach Forum

### Insurer Group Discussion Guide

#### Session Introduction:

The following set of questions provides a glimpse of the insight and information that we'll be seeking to learn what is truly important to you and the company/brand and the interests that you have in relationship to the needs, expectations and desires for the Exchange. The discussion is not solely limited to only these questions. Forum discussions are dynamic and allow for Mintz & Hoke strategic influences to probe on specific points and subjects that occur throughout the session. These Forum discussions allow Mintz & Hoke to reach out to a wide range of audiences as one of the initial key steps in a series of audience engagements geared toward helping set the framework of the Connecticut Health Insurance Exchange development.

#### Consumer Perceptions:

What is the current consumer mood and mindset about healthcare? What is the level of understanding and knowledge of ACA and Health Exchanges?

What is the level of conversation and buzz about the Connecticut Health Insurance Exchange? (PROBE: What are consumers' expectations and anticipations about what the Exchange will provide for them? What are they seeing as the benefit to them?)

What is the consumer vision for what Exchanges will be and provide in healthcare services? How are insurance companies working to shape that vision? How will it change the composition of your book of business?

How do you see the Connecticut Health Insurance Exchange taking shape from a consumer outreach/brand development standpoint? How will consumers react to messaging?

What are the biggest consumer barriers and obstacles that the Connecticut Health Insurance Exchange will face in their communications and marketing efforts?

What have you learned from your business relationships with other Exchanges, most notably the Commonwealth Connector? How will this learning shape your relationships and business practices going forward?

## **Consumer Outreach Communications Dynamics:**

What do you think are the greatest challenges the Connecticut Health Insurance Exchange faces in consumer outreach efforts?

From an insurance company perspective, how should the Connecticut Health Insurance Exchange brand be communicated? What would be the ideal conduit to make a connection with the strength and equity of your individual insurance brands? How can those attributes be capitalized on?

What should the positioning be for the Connecticut Health Insurance Exchange? How can it sync with the positioning of all the insurance companies that will have product/service offerings on the Exchange?

How would you develop and design a communications program to launch the Connecticut Health Insurance Exchange brand? What communications elements (TV, radio, newspaper, Internet) would be part of the overall communications and marketing mix? What elements would you replicate that have been successful in the promotion of your respective brands?

What role do you see insurance companies playing in the consumer outreach communications and marketing of the Connecticut Health Insurance Exchange? How would your firm's individual communications and marketing programs align with those of the Connecticut Health Insurance Exchange?

How would you want your company/ brand represented on the Exchange?

## **Focusing Consumer Outreach Messages:**

What types of message appeals do you think will be the most effective in reaching the audience segments that the Connecticut Health Insurance Exchange is aimed at? What messages should we stay away from? How would you address the need for reaching different cultural and geographically diverse audiences?

How are you currently preparing for all the individual states' Exchange brand communications programs? Will you handle each individually? What will be the strategy that you'll employ as being a business partner with the Exchanges?

What tone and personality should the Connecticut Health Insurance Exchange exude in communications? How does the Connecticut Health Insurance Exchange need to connect with consumers on an emotional level?

What reaction would you want consumers to come away with after being exposed to Connecticut Health Insurance Exchange consumer outreach messages?

What is the one single-minded message that needs to be articulated about the Connecticut Health Insurance Exchange? What would you want the halo to be for your business? How can you benefit from Connecticut Health Insurance Exchange consumer outreach? In your mind, what are the applicabilities and the connections?

**Outcomes/Metrics:**

How would you define the success of a Connecticut Health Insurance Exchange consumer outreach program? What would it look like for you – from both a business and communications perspective?

What metrics are most beneficial to your firm? How do you envision the Connecticut Health Insurance Exchange benefiting your company and brand?